where business gets fun

CONFERENCE MAY 13-15
EXPOSITION MAY 14-16
2003
LOS ANGELES CONVENTION CENTER
e3expo.com

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OVER 1,300 NEVER-BEFORE-SEEN INTERACTIVE GAMES AND PRODUCTS TO LAUNCH AT E^3 2003

New Exhibitor Survey Provides Preview of Computer and Video Games Being Shown

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LOS ANGELES – April 24, 2003 – Leading interactive entertainment companies from around the globe will converge at the 2003 Electronic Entertainment Expo (E^3) next month to unveil more than 1,350 *never-before-seen* computer and video games and related products, according to data from the E^3 2003 Exhibitor Survey. Survey data, which was released today by the show's owner, the Interactive Digital Software Association (IDSA), indicates that 83 percent of all products being shown at this year's E^3 will be in stores in time for consumers to purchase during the 2003 holiday season.

"Interactive entertainment continues to flourish and captivate people of all ages and interests, and E^3 provides an important preview of what they will be playing this holiday season and beyond," said Douglas Lowenstein, president of the IDSA, the trade association representing U.S. entertainment software publishers. "The fact that E^3 is the preferred product launch venue for the global computer and video game industry, with over 1,300 new products being introduced this year, demonstrates that industry professionals know that the show is not only 'where business gets fun', but also 'where business gets done.'"

Ninety-three percent of all exhibitors responded to the survey, which asked participants to provide details on ten products they will be showing at E^3 2003. The survey found that the products to be showcased reflect the popularity of platforms such as video game consoles and computers, as well as interest in other platforms such as handheld game devices and cellular phones. Specifically, of the never-before-seen game titles surveyed:

- 57.3 percent will be for video game consoles;
- 26.7 percent will be for personal computers;
- 8.6 percent will be for handheld game devices;
- 4.7 percent will be for PDAs, wireless phones and other;
- 2.6 percent will be online/Internet games.

-more-

E^3 2003 EXHIBITOR SURVEY 2-2-2-2

Exhibitors also reported that they will be showing products that are targeted at avid game players, as well as offering a broad range of products that are aimed at a mass market audience. Continuing trends of the last several years, games on display will appeal to men and women and young and old alike. According to survey respondents, reported never-before-seen game titles shown at E^3 will cover game categories such as:

- Action games (20.3 percent);
- Sports and Driving games (15.5 percent);
- Role Playing games (11.7 percent);
- Strategy games (8.3 percent);
- Adventure games (8 percent);
- Child and Family games (5.1 percent);
- Educational/ Edutainment games (4.8 percent);
- Simulation games (2.9 percent).

Interactive products making their debut at E^3 2003, scheduled for May 14 – 16 at the Los Angeles Convention Center, will be spotlighted in the "First Looks" program. Participating First Looks exhibitors will be designated in the E^3 exhibit guide, the E^3 *Show Daily*, www.e3expo.com and on the exhibit floor beginning May 14.

E^3, now in its ninth year, is owned by the Interactive Digital Software Association (IDSA), the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. IDSA members collectively account for more than 90 percent of the $6.9 billion in entertainment software sales in the U.S. in 2002, and billions more in export sales of American-made entertainment software. The IDSA offers services to interactive entertainment software publishers including a global anti-piracy program, owning the Electronic Entertainment Expo trade show, business and consumer research, government relations and First Amendment and intellectual property protection efforts.

E^3 is a trade event, not open to the general public. Only working journalists with qualified media outlets will be eligible to register for media badges. No one under the age of 18 will be admitted, including infants. This policy is strictly enforced.

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E3 2003 SURPASSES KEY MILESTONES

World's Leading Computer and Video Game Trade Event Sees Growth

LOS ANGELES – April 17, 2003 – Reflecting the Electronic Entertainment Expo's (E3) position as the world's leading venue for interactive entertainment products, E3 show management today announced that the event is on track to surpass key exhibit space and registration milestones from the prior year.

To date, E3 2003 has sold approximately 515,000 net square feet of exhibit space, the largest amount of space sold since 2000. This year's show is on track to host more than 400 exhibitors, including 163 new exhibiting companies, and has also seen growth in the number of qualified pre-registered general attendees, with pre-registration numbers exceeding those seen at the same time in 2002. The show, now in its ninth year, is scheduled May 14–16 at the Los Angeles Convention Center.

"Given a global environment in which concerns about war, disease, and the economy are affecting just about everything, it is striking that the current outlook for E3 2003 is so robust, " said Douglas Lowenstein, president of the Interactive Digital Software Association (IDSA), the trade association that represents U.S. computer and video game publishers and owns E3. "In my view, this reflects the fact that interest in the computer and video game industry and its future remains exceptionally high, and the recognition that attendance at E3 is essential for anyone with a stake in this growing business."

An invaluable forum for industry professionals seeking to learn more about the business, E3 2003 will offer an unparalleled panel of 100 industry leaders who will share their knowledge during 33 educational conference sessions and workshops.

E3 is owned by the Interactive Digital Software Association (IDSA), the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. IDSA members collectively account for more than 90 percent of the $6.9 billion in entertainment software sales in the U.S. in 2002, and billions more in export sales of American-made entertainment software. The IDSA offers services to interactive entertainment software publishers including a global anti-piracy program, owning the Electronic Entertainment Expo trade show, business and consumer research, government relations and First Amendment and intellectual property protection efforts.

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ABOUT E³ 2003
THE ELECTRONIC ENTERTAINMENT EXPO
"WHERE BUSINESS GETS FUN"

OVERVIEW

The Electronic Entertainment Expo (E³), "Where Business Gets Fun," is the world's largest trade event exclusively dedicated to showcasing interactive entertainment and educational software and related products. Now in its ninth year, E³ 2003, kicks off at the Los Angeles Convention Center May 13 – 16. Conferences are held May 13 – 15 and the show floor is open May 14 - 16.

The industry's annual focal point, E³ draws tens of thousands of industry professionals to experience the future of interactive entertainment. Encountering the most influential and innovative people in the industry, attendees will learn about the hottest trends and experience groundbreaking new technologies and never-before-seen products for computers, video game consoles and the Internet.

Show attendees will also have the opportunity to participate in an array of learning workshops and conferences focused on the specific interests and educational needs of professionals in the interactive entertainment business.

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WHO ATTENDS

In 2003, about 400 exhibiting companies representing 70 countries will converge on the Los Angeles Convention Center. During E³ 2002, exhibitors debuted more than 1,000 never-before-seen titles.

Tens of thousands of industry professionals from around the world attended E³ 2002, including software developers, buyers and retailers, programmers, distributors, entertainment industry representatives, financiers and venture capitalists, importers and exporters, manufacturers, resellers, researchers, educators, financial and industry analysts and worldwide electronic and print media.

OWNERSHIP AND OPERATION

E³, now in its ninth year, is owned by the Interactive Digital Software Association (IDSA), the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. IDSA members collectively account for more than 90 percent of the $6.9 billion in entertainment software sales in the U.S. in 2002, and billions more in export sales of American-made entertainment software. The IDSA offers services to interactive entertainment software publishers including a global anti-piracy program, owning the Electronic Entertainment Expo trade show, business and consumer research, government relations and First Amendment and intellectual property protection efforts.

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Biography, Douglas Lowenstein, president, Interactive Digital Software Association

Douglas Lowenstein became the first president of the Interactive Digital Software Association (IDSA) in June, 1994. Since then, he has built the IDSA into the most influential and important worldwide trade body representing the computer and video game software industry. Over the years IDSA has created the Entertainment Software Rating Board (ESRB), which Senator Joe Lieberman has called "a model" for other entertainment industries, established the world's largest trade show dedicated to interactive entertainment, the Electronic Entertainment Exposition (E^3), built a worldwide anti-piracy program, and developed an effective federal, state, and local public policy advocacy program.

Prior to joining the IDSA, Lowenstein was an executive vice president in the Washington and New York strategic communications firm Robinson Lake Sawyer Miller, Inc. Clients included MTV, the National Association for the Advancement of Colored People (NAACP), Comcast Cable, and the American International Group (AIG). From 1986-1991, Lowenstein was a Principal in National Strategies, Inc., a Washington public policy consulting firm.

From 1982-86, Lowenstein served in the office of U.S. Senator Howard Metzenbaum (D-OH), including two years as legislative director.

From 1976-82, Lowenstein was a Washington correspondent in the Cox Newspapers Washington Bureau. From 1974-76, Lowenstein worked in the Washington Bureau of the Capitol Hill News Service. He began his professional career in 1973 as a reporter for the Buffalo Courier-Express where he was named Rookie-of-the-Year by the Buffalo Newspaper Guild in 1974.

Lowenstein received a B.A. degree in Political Science in 1973 from Washington University (MO).

Lowenstein is the author of a book entitled *Lowenstein: Acts of Courage and Belief*, published in 1982 by Harcourt Brace Jovanovich in hardback and paperback editions. The book chronicles the life of his late Uncle Allard K. Lowenstein, a Congressman and antiwar and civil and human rights activist killed in 1980.

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Ten Facts About The Computer and Video Game Industry

1/ Sixty percent of all Americans age six and older, or about 145 million people, play computer and video games.

/2 The average age of a game player is 28 years old.

3/ Forty-three percent of game players are women.

/4 The vast majority of people who play do so with friends and family. (Almost 60% of frequent game players play with friends, 33% play with siblings, and about one-quarter play with their spouse and/or parents.)

5/ Computer and video game software sales grew 8% in 2002 to $6.9 billion and are expected to show strong growth over the next few years.

/6 In 2002, more than 221 million computer and video games were sold, or almost two games for every household in America.

7/ All games are rated by the Entertainment Software Rating Board (ESRB), and 68% of games are rated "E" for Everyone. (For more information, please see www.esrb.org.)

/8 Over ninety percent of all games are purchased by adults over the age of 18.

9/ Sixteen of the top 20 best selling games in 2002 were rated "E" for everyone or "T" for teen.

/10 Fifty-six percent of the most frequent computer and video game players have been playing games for six or more years, while 60 percent expect to be playing games as much or more ten years from now as they do today.

id sa®
Interactive Digital Software Association
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Washington, DC 20036

INTERACTIVE DIGITAL
SOFTWARE ASSOCIATION

ABOUT THE INTERACTIVE DIGITAL SOFTWARE ASSOCIATION

Formed in 1994, the Interactive Digital Software Association (IDSA) is the U.S. association exclusively dedicated to serving the business and public affairs needs of companies that publish video and computer games for video game consoles, personal computers, and the Internet.

Association members include the nation's leading interactive entertainment software publishers, which collectively accounted for more than 85 percent of the $6.35 billion in entertainment software revenues generated in the United States in 2001, and billions more in export sales of U.S.-made entertainment software.

WORLDWIDE ANTI-PIRACY PROGRAM

The IDSA's global Anti-Piracy Program is designed to combat worldwide piracy, which is estimated to have cost the U.S. entertainment software industry billions of dollars every year, not including losses from Internet piracy. The program's primary components are policy work, education, and enforcement—including direct investigation and enforcement actions around the world and online.

POLICY ISSUES

The IDSA works with government at all levels to make the voice of its members heard on a wide range of crucial legislative and public policy issues ranging from copyright to First Amendment protection and Internet regulation. The IDSA also issued Principles and Guidelines for Fair Information Practices regarding the online protection of personal data for the guidance of IDSA member companies.

E^3 -- ELECTRONIC ENTERTAINMENT EXPO

Every year, the IDSA presents the highly acclaimed Electronic Entertainment Expo (E^3) – the world's largest trade show dedicated exclusively to the interactive entertainment industry. Attendees also participate in educational workshops and seminars. In its ninth year, E^3 2003 is scheduled for May 14-16 in Los Angeles.

ENTERTAINMENT SOFTWARE RATING SYSTEM

The Entertainment Software Ratings Board (ESRB) provides a comprehensive set of ratings for computer and video games. The ESRB has rated thousands of titles submitted by more than 400 of the industry's leading publishers.

The ESRB, in association with the interactive entertainment software industry, established a self-regulatory unit: the Advertising Review Council (ARC). ARC is responsible for the implementation, administration and enforcement of advertising principles and content guidelines for the interactive entertainment software industry.

SOURCE FOR INDUSTRY INFORMATION

The IDSA is broadly acknowledged as the industry's leading source for consumer, economic and other industry data, as well as information on related market trends.

IDSA MEMBERS

Acclaim, Activision, Capcom, Crave Entertainment, Disney Interactive, Eidos Interactive, Electronic Arts, Fox Interactive, id Software, Inc., Infogrames, Inc., Konami of America, Inc., LucasArts Entertainment, MGM Interactive, Microsoft Corporation, Midway Home Entertainment, Inc., Namco Hometek, Inc., Nintendo of America, NovaLogic, Inc., Sega of America Inc., Sony Computer Entertainment America, Take-Two Interactive, THQ, Inc., Titus Software Corporation, Ubi Soft, Inc., Vivendi Universal Games, Wild Tangent.

1211 Connecticut Ave., NW Suite 600
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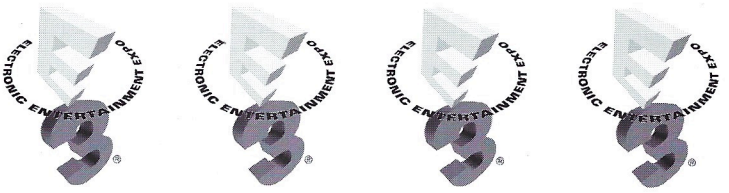

CONFERENCE **MAY 13-15**
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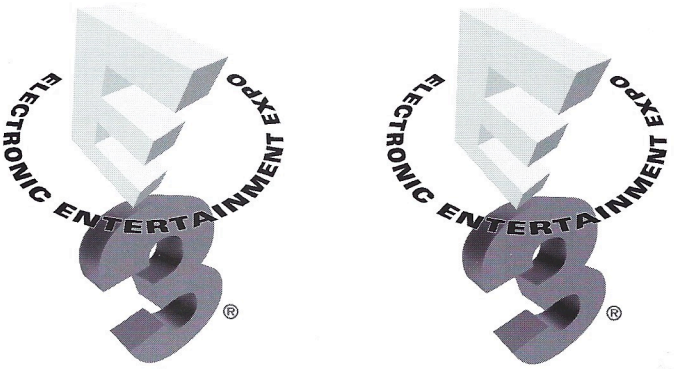

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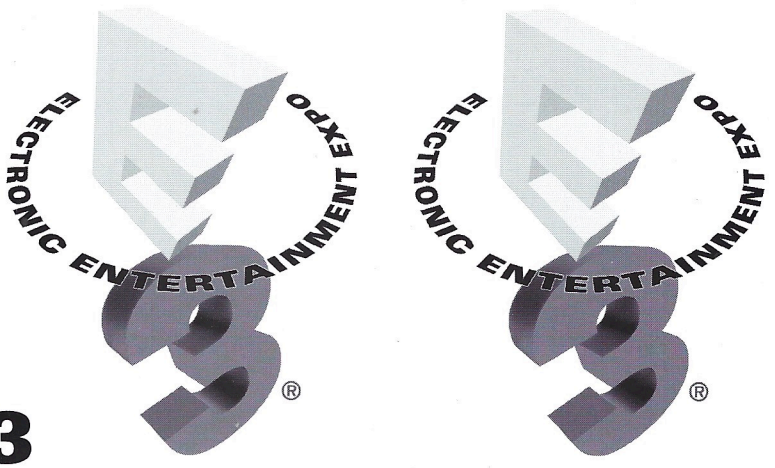

In 1998, the Electronic Entertainment Expo introduced this multi-color, stylized logo and began using "E^3" in its written materials to reflect the unique nature of the logo design. We encourage you to use this logo and "E^3" when referring to the show in writing.

To download a digital copy of the E^3 logo, please visit the online media center at **www.e3expo.com**

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Logo Slick

media

Media

E3Expo Happenings - 5/11/2003

WEDNESDAY, MAY 14	Start Time	End Time	Company	Event	Location	Open To:
14-May	8:00 AM	8:45 AM	IDSA / E3Expo	Media Briefing	LACC - Theater	media
14-May	9:00 AM		Sammy Studios	news conference	News Conference Room (West Hall, 515B)	invited media
14-May	10:00 AM	6:00 PM	Interactive Art Services	Create your own 3-D Gaming Character	Kentia 6838	ATTENDEES
14-May	10:00 AM	6:00 PM	Nyko	Win Free Gear	Lobbies of South and West Halls	ATTENDEES
14-May	11:00 AM	12:00 PM	Butterfly.net	Media Open House	Kentia 6944	media
14-May	11:00 AM		CAPCOM	"Outbreak Premiere"	South 1324	ATTENDEES
14-May	11:00 AM	12:00 PM	Nintendo	Reality TV Celebrity Challenge	West 2816	ATTENDEES
14-May	11:30 AM	12:30 PM	Konami	Todd McFarlane, world famous action figure creator/artist	South 900	ATTENDEES
14-May	12:00 PM		Take-Two	Analyst Meeting	Biltmore Hotel	PRIVATE
14-May	12:00 PM	12:45 PM	CAPCOM	World Premiere: MEGAMAN: NT WARRIOR	News Conference Room (West Hall, 515B)	invited guests
14-May	1:00 PM	1:45 PM	DISCover	news conference	News Conference Room (West Hall, 515B)	invited media
14-May	1:30 PM		Microsoft	Soul Caliber Tournament	South 1246	ATTENDEES
14-May	2:00 PM	4:00 PM	Buena Vista	Tron Reunion appearance/autograph signing	South 924	ATTENDEES
14-May	2:00 PM	3:00 PM	Diversions Publishing	news conference	News Conference Room (West Hall, 515B)	invited media
14-May	2:45 PM		Namco	Todd McFarlane, action figure creator/artist	South 946	ATTENDEES
14-May	4:15 PM		Microsoft	XSN Sports Network	South 1246	ATTENDEES

E3Expo Happenings - 5/11/2003

14-May	4:30 PM		Activision	Tony Hawk autograph signing session	South 1224	ATTENDEES
14-May	4:30 PM		Midway	Vanessa Carlton Performs	South 800	ATTENDEES
14-May	5:00 PM		Microsoft	Music Mixer Rave	South 1246	ATTENDEES
14-May	5:00 PM	6:30 PM	Nyko Technologies	Nyko's Private Cocktail Party	West 2608	media
14-May	6:00 PM		ATARI	news conference	News Conference Room (West Hall, 515B)	invited guests
14-May	6:00 PM	7:30 PM	Microsoft	Analyst Meeting	South Exhibit Hall	invited guests
14-May	6:00 PM	8:00 PM	Nintendo of America	NOA Media Event	West 2816	invited media
14-May	time TBD		Codemasters	American Idol Finalist - Carmen Rasmussen	South Hall 746	ATTENDEES
14-May			Auravision	Johnathan "Fatal1ty" Wendel	Kentia 6556	ATTENDEES
14-May			Nokia	N-Gage Party	Park Plaza Hotel	invited media
14-May			Universal Interactive	Celebrity Interviews Available	West Hall Lobby	ATTENDEES

E3Expo Happenings - 5/11/2003

THURSDAY, MAY 15	Start Time	End Time	Company	Event	Location	Open To:
15-May	9:00 AM	5:00 PM	Nyko	Win Free Gear	Lobbies of South and West Halls	ATTENDEES
15-May	10:00 AM	10:45 AM	Face2face	news conference	News Conference Room (West Hall, 515B)	media
15-May	10:15 AM		Microsoft	Games Press Tournament	South 1246	ATTENDEES
15-May	11:00 AM	11:45 AM	G4	news conference	News Conference Room (West Hall, 515B)	
15-May	11:00 AM	12:00 PM	Butterfly.net	Media Open House	Kentia 6944	media
15-May	11:00 AM		Nintendo	Celebrity Challenge	West 2816	ATTENDEES
15-May	11:00 AM		Microsoft	LOLLAPALOOZA Announcement	South 1246	ATTENDEES
15-May	11:00 AM		Prima Games	Book Signing - MASTERS OF DOOM	West 2500	ATTENDEES
15-May	11:00 AM	12:00 PM	Ubi Soft	Comic Book Artist Jim Lee of DC Comics	South 1046	ATTENDEES
15-May	12:00 PM		Codemasters	American Idol Judges - Randy & Paula	South 746	ATTENDEES
15-May	12:00 PM		THQ	analyst lunch	Millennium Biltmore	PRIVATE
15-May	12:00 PM		U.S. Army	Final Round of America's Army Ultimate Arena E3 Tournament	West 2352	ATTENDEES
15-May	1:00 PM		DISCover	DISCover Virtual Game Console press conference	Kentia 6551	ATTENDEES
15-May	1:00 PM	1:45 PM	Microsoft	Microsoft presents Mobile Entertainment Forum Panel	News Conference Room (West Hall, 515B)	media
15-May	1:00 PM		NCSoft	autograph signing with Joe Mad - comic book artist	South 1524	ATTENDEES

E3Expo Happenings - 5/11/2003

15-May	1:00 PM		Nintendo	Nintendo GameCube celebrity challenge	West 2816	ATTENDEES
15-May	2:00 PM	3:00 PM	Buena Vista	Spy Kids 3 appearance/autograph signing	South 924	ATTENDEES
15-May	2:00 PM	3:00 PM	Majesco	autograph signing - sci-fi novelist Orson Scott Card	Concourse 151	ATTENDEES
15-May	3:00 PM	4:00 PM	Diversions	One Must Fall: Battlegrounds Multiplayer Sessions	Kentia 6953	ATTENDEES
15-May	3:00 PM	3:45 PM	Face2face	"Anatomy of Animation (with American Film Institute)"	News Conference Room (West Hall, 515B)	media
15-May	3:00 PM		Xicat	Driving Contest	150A Concourse Hall	ATTENDEES
15-May	4:00 PM	5:30 PM	Infogrames	set-up	News Conference Room (West Hall, 515B)	CLOSED
15-May	4:30 PM		Activision	Analyst Meeting	Jonathan Club	PRIVATE
15-May	4:30 PM		Midway	Cold	South 800	ATTENDEES
15-May	5:00 PM	6:30 PM	Nyko Technologies	Nyko "Fembots" Photo Opps	West 2608	ATTENDEES
15-May	5:30 PM		ATARI	news conference	News Conference Room (West Hall, 515B)	invited guests
15-May	6:00 PM		CSFB	CSFB E3 Int. Entertainment Mngt. Dinner		invited guests
15-May	7:00 PM	11:00 PM	Microsoft	"Fan-Fest"	booth	invited guests
15-May	8:00 PM	12:00 AM	Sony	SCEA Party	TBD - offsite	invited guests
15-May			Auravision	Johnathan "Fatal1ty" Wendel	Kentia 6556	ATTENDEES

E3Expo Happenings - 5/11/2003

FRIDAY, MAY 16	Start Time	End Time	Company	Event	Location	Open To:
16-May	11:00 AM	12:00 PM	Butterfly.net	Media Open House	Kentia 6944	media
16-May	12:00 PM		Midway	MC Supernatural and DJ Rocky Rock	South 800	ATTENDEES
16-May	1:00 PM		DISCover	BIG RACE	Kentia Hall 6551	ATTENDEES
16-May	1:00 PM	3:00 PM	Wizards of the Coast	Magic: The Gathering Online 2.0	West Hall 2573	ATTENDEES
16-May	3:00 PM	4:00 PM	Diversions	One Must Fall: Battlegrounds Multiplayer Sessions	Kentia 6953	ATTENDEES
16-May			Auravision	Johnathan "Fatal1ty" Wendel	Kentia 6556	ATTENDEES
16-May			Multimedia 2000	Extreme motorcycle street racer Brian Steeves		ATTENDEES

E3Expo Happenings - 5/11/2003

Daily						
14th, 15th			Multimedia 2000	Tiffany Lang		ATTENDEES
14th, 15th			Namco	SOULCALIBUR®II Hour tournament	South Hall 946	ATTENDEES
14th, 16th	10:00 AM		Microsoft	Celebrity's at booth	South 1246	ATTENDEES
daily			TDK Mediactive	Autographs from Ultimate Fighters - Check Liddell & Matt Hughes	South 1400	ATTENDEES
Daily			U.S. Army	Air Assault Demonstration	Directly Across from the South Hall entrance	ATTENDEES
daily			U.S. Army	Gabriel Demonstration	West Hall 2352	ATTENDEES
daily			Mad Catz	Product Preview		ATTENDEES
Daily			U.S. Army	Combat Search and Rescue	West Hall 2352	ATTENDEES

Event	For More Info:	Phone	Email	Detailed Description
Media Briefing				
news conference	Tracey Winikoff		twinikoff@yahoo.com	a video game inspired by one of the greatest samurai movies of all times, Akira Kurpsawa's "Seven
Create your own 3-D Gaming Character	Michelle Mustain	818-224-3990	michelle@interactiveartservices.com	3-D Gaming Character! Interactive Art Services will hold a contest at the booth (Kentia Hall 6838) to demonstrate the speed and quality of developing,
Win Free Gear	Natalie Ness	310-374-6893	natalie@delyon-hunt.com	Make sure to WIN FREE GEAR from the Nyko "Fembots" at the Nyko booth (West Hall, #2608).
Media Open House	Monica Larson		monica@butterfly.net	Butterfly.net will be holding an Open House for media in Kentia Hall 6944 to view the virgin demo of
"Outbreak Premiere"	Melinda Mongelluzo	408-774-3826	MelindaM@capcom.com	Hall #1324) on May 14, 2003 at 11:00am to see the world premier of Resident Evil Outbreak for the
Reality TV Celebrity Challenge	Jackie Bartoletti		jbartoletti@golinharris.com	Nintendo hosts a "Reality TV" Celebrity Challenge featuring stars from America's favorite Reality-TV
Todd McFarlane, world famous action figure creator/artist	Wilson Cheng		wcheng@konami.com	Todd McFarlane at the Konami booth (South Hall #900) to sign autographs and promote the new game McFarlane's Evil Prophecy on Wednesday, May 14,
Analyst Meeting			mwy@jcir.com	
World Premiere: MEGAMAN: NT WARRIOR				WARRIOR is coming to E3Expo! ShoPro EntertainmentSM and Kids' WB! proudly invite you to
news conference	Avi Dorel		avi@gameconsole.tv	unmodified PC games, will be unveiled at a news conference on Wednesday, May 14th at 1:00 PM.
Soul Caliber Tournament				Soul Caliber Tournament autograph session with Todd McFarlane
Tron Reunion appearance/autograph signing	Kehau Rodenhurst	310-248-5454 ex. 229	kehau@fdpr.com	signing. Bruce Boxleitner, Cindy Morgan, Steven Lisberger and Richard Taylor, talent from the original
news conference	Barbara Anglisz	850-249-1456 / on-site phone 646-234-6151	barbara@omf.com	Fighter called One Must Fall: Battlegrounds. One Must Fall: Battlegrounds is the first multiplayer action/fighting game with online capabilities for the
Todd McFarlane, action figure creator/artist	Hugo Reyes	408-321-0531	hreyes@namco.com	on Necrid from SOULCAIBUR II, will be signing lithographs to promote the SPAWN video game at
XSN Sports Network				XSN Sprorts Network featuring the apperance of surprise sportws starts

Tony Hawk autograph signing session	Michelle Nino	310-255-2508	mnino@activision.com	
Vanessa Carlton	Alexa Waltz	415-364-3892	alexa.waltz@mslpr.com	singer and songwriter Vanessa Carlton will be performing live at the Midway booth (South Hall 800)
Music Mixer Rave				Music Mixer Race drives the Xbox nightclub
Nyko's Private Cocktail Party	Natalie Ness	310-374-6893	natalie@delyon-hunt.com	Private Cocktail Party to be held at its booth on Wednesday, May 14, from 5:00 p.m. to 6:30 p.m. Out-
news conference	Stacey Clement		sclement@us.infogrames.com	Wednesday, May 14th, at 6pm we will reveal what's next for the legendary designer Sid Meier, Firaxis
Analyst Meeting	Denise Gocke		denise.gocke@edelman.com	
NOA Media Event	Jackie Bartoletti		jbartoletti@golinharris.com	
American Idol Finalist - Carmen Rasmussen	Monika Moulin	(559) 283-2082	pr1@sti.net	the Codemasters booth (South Hall 746) to meet fans and sign autographs (time TBD). Contact: Monika
Johnathan "Fatal1ty" Wendel	Rita Tennyson	310-821-6100	rtennyson@terpin.com	World Champion Johnathan "Fatal1ty" Wendel and Auravison will launch a newly designed line of
N-Gage Party	Patrick Fitzgerald		Patrick.Fitzgerald@ketchum.com	game deck from Nokia is a revolutionary new wireless multiplayer mobile platform optimized for
Celebrity Interviews Available	Tammie Richards	818-831-3005	trichards@psww.com	that appears exclusively on the upcoming release of The Fast and The Furious Tricked Out DVD, on

Event	For More Info:	Phone	Email	Detailed Description
Win Free Gear	Natalie Ness	310-374-6893	natalie@delyon-hunt.com	"Fembots" at booth #2608, West Hall. These space-age honeys will also be roaming the concourse areas
news conference	Chris Pfaff		c.pfaff@att.net	announce collaboration on "Terminator 3" and "Street Hoops 2" - face2face animation and Black Ops
Games Press Tournament				Games Press Tournament: Editors from top game magazines compete for bragging rights.
news conference	Leslie Oren	310-927-6052 (cell)	leslie.oren@g4tv.com	
Media Open House	Monica Larson		monica@butterfly.net	Butterfly.net will be holding an Open House for media in Kentia Hall 6944 to view the virgin demo of
Celebrity Challenge	Jackie Bartoletti		jbartoletti@golinharris.com	Nintendo hosts Los Angeles hometown favorites in a celebrity challenge of a different kind, hosted by an
LOLLAPALOOZA Announcement				Lollapalooza Announcement - Jane's Addiction makes an appearance
Book Signing - MASTERS OF DOOM	Andy Rolleri	916-787-6959	andyr@primagames.com	Guys Created an Empire and Transformed Pop Culture." Stop by the Prima Games booth (West Hall,
Comic Book Artist Jim Lee of DC Comics	Carol Quto		carolq@ubisoft.com	Brothers have partnered to showcase the talents of renowned comic book artist Jim Lee, the creator and
American Idol Judges - Randy & Paula	Monika Moulin	(559) 283-2082	pr1@sti.net	the mass-market game of the year for PlayStation 2 and PC, American Idol (South Hall 746) from
analyst lunch			jmacmedan@thq.com	
Final Round of America's Army Ultimate Arena E3 Tournament	Lori Mezoff		lorimezoff@yahoo.com	(West Hall 2352). Soldiers from Fort Drum and Fort Lewis will play tournaments including the final match of the America's Army Ultimate Arena E3
DISCover Virtual Game Console press conference	Avi Dorel	(213)944-7208	avi@gameconsole.tv	May 15 – DISCover, 1:00 p.m. - DISCover will be demonstrating the DISCover Virtual Game Console on Gateway Computer's Media Center PC at a News
Microsoft presents Mobile Entertainment Forum Panel	Denise Gocke		denise.gocke@edelman.com	
autograph signing with Joe Mad - comic book artist	Alex Skillman		askillman@ncinteractive.com	May 15 – NCSoft Corp., 1:00 p.m. – 2:00 p.m. – The show is going "Mad" over famed and award-winning comic book artist, JOE MADUREIRA!! If you loved

Nintendo GameCube celebrity challenge	Jackie Bartoletti		jbartoletti@golinharris.com	Celebrities take it from 'the ring' to the Nintendo GameCube at a celebrity challenge that's sure to
Spy Kids 3 appearance/autograph signing	Kehau Rodenhurst	310-248-5454 ex. 229	kehau@fdpr.com	signing. Daryl Sabara and Alexa Vega, the two stars from the Spy Kids films will be signing autographs for E3 attendees. Both are available 1 - 2 PM for one-on-
autograph signing - sci-fi novelist Orson Scott Card	Laura Heeb		laura@highwatergroup.com	May 15, 2:00 - 3:00 p.m. - Majesco - Award-winning science fiction author Orson Scott Card will be appearing at Majesco's booth (Concourse Hall 151)
One Must Fall: Battlegrounds Multiplayer Sessions	Barbara Anglisz	850-249-1456 / on-site phone 646-234-6151	barbara@omf.com	excitement of an all out action-combat session with the most intense and visually stunning 3D fighter on a PC. Free giveaways. HEATHER - MAKE
"Anatomy of Animation (with American Film Institute)"	Chris Pfaff		c.pfaff@att.net	Animation" special session at E3; demonstrations from face and body animations experts. The American Film Institute (AFI) and face2face
Driving Contest	Jan Sanghera		jsanghera@xicat.com	in their booth (Concourse 150A). Compete for the top position in the video game - Motor Trend presents
set-up	Stacey Clement		sclement@us.infogrames.com	
Analyst Meeting	Michelle Nino		Cpuskas@activision.com	
Cold	Alexa Waltz	415-364-3892	alexa.waltz@mslpr.com	hard rock sound of band COLD, rockin' at the Midway booth on May 15 at 4:30PM. Contact: Alexa Waltz,
Nyko "Fembots" Photo Opps	Natalie Ness	310-374-6893	natalie@delyon-hunt.com	
news conference	Tara Blanco		tara@highwatergroup.com	Thursday, May 15th, at 5:30pm we will reveal what's next for FUNimation and Atari. By invitation only.
CSFB E3 Int. Entertainment Mngt. Dinner				
"Fan-Fest"	Denise Gocke		denise.gocke@edelman.com	
SCEA Party	Molly Smith		molly_smith@playstation.sony.com	
Johnathan "Fatal1ty" Wendel	Rita Tennyson	310-821-6100	rtennyson@terpin.com	World Champion Johnathan "Fatal1ty" Wendel and Auravison will launch a newly designed line of

E3Expo Happenings - 5/11/2003

Event	For More Info:	Phone	Email	Detailed Description
Media Open House	Monica Larson		monica@butterfly.net	Butterfly.net will be holding an Open House for media in Kentia Hall 6944 to view the virgin demo of
MC Supernatural and DJ Rocky Rock	Alexa Waltz	415-364-3892	alexa.waltz@mslpr.com	Champion DJ Rocky Rock and World Freestyle Champion rapper MC Supernatural performing live at
BIG RACE	Avi Dorel	(213)944-7208	avi@gameconsole.tv	be run in DISCover PC game console's new booth Kentia Hall 6551 on Friday, May 16th at 1:00 p.m.
Magic: The Gathering Online 2.0	Laura Tomasetti	617-367-6655	laura@tomasettipr.com	trading card game and this summer's launch of Magic Online 2.0, Wizards of the Coast will host a Magic:
One Must Fall: Battlegrounds Multiplayer Sessions	Barbara Anglisz	site phone 646-234-6151	barbara@omf.com	excitement of an all out action-combat session with the most intense and visually stunning 3D fighter on a
Johnathan "Fatal1ty" Wendel	Rita Tennyson	310-821-6100	rtennyson@terpin.com	World Champion Johnathan "Fatal1ty" Wendel and Auravison will launch a newly designed line of
Extreme motorcycle street racer Brian Steeves	Barry Martin	(206)498.5645		street racer Brian Steeves will be available to autograph a thrilling poster shot taken directly from

Tiffany Lang	Barry Martin	(206)498.5645		of the exciting, pulse-pounding RealRawFast brand of DVD titles for the consumer market, will feature
SOULCALIBUR®II Hour tournament	Hugo Reyes	408-321-0531	hreyes@namco.com	SOULCALIBUR®II fix? Join Namco (South Hall 946) as it hosts a two-day tournament for the highly-
Celebrity's at booth				and Playmate Brande Roderick, and Irulan and Alton from the Real World Las Vegas.
Autographs from Ultimate Fighters - Check Liddell & Matt Hughes	Wayne Teats	818-707-7063 ex. 425	wayne_teats@tdk-m.com	display of gaming titles, three of the UFC's top Ultimate Fighters(tm) will also be signing autographs, meeting with the press and squaring off in matches of
Air Assault Demonstration	Lori Mezoff		lorimezoff@yahoo.com	Air Assault Demonstration (Outside). Soldiers will rappel from a Blackhawk helicopter hovering at heights of almost 100ft. The air assault
Gabriel Demonstration	Lori Mezoff		lorimezoff@yahoo.com	2352) - Special Forces Soldiers will render this formalized presentation of the capabilities of a
	Clare Turner		Cturner@madcatz.com	newly launched Mad Catz GameShark products by visiting the private GameShark room. Regular
Combat Search and Rescue	Lori Mezoff		lorimezoff@yahoo.com	(West Hall 2352). Soldiers will enact a rescue of a downed helicopter crew in a combat setting. The

E^3 "HAPPENINGS"

EVENTS & ACTIVITIES at Electronic Entertainment Expo 2003
Los Angeles Convention Center (LACC)
May 14-16, 2003

CONTENTS:

1. Sneak Preview of Some Celebrity **Appearances** at E3Expo 2003
2. Sampling of **News Conferences** at E3Expo 2003
3. **Other Events and Activities** at E3Expo 2003

Please note: The list below of E3Expo "Happenings" is subject to change without notice, and this list is *not* inclusive of all exhibitor event and activities. The Happenings list will be updated regularly, and available at E3Expo in the on-site Media Center.

Celebrity Appearances

May 13 – Mad Catz - Meet 'Team Mad Catz' as they make a special guest appearance at the Mad Catz Wireless Controller area. The team consist of five of the world's top mountain bike riders, namely **Nathan Rennie, Sam Hill, Jared Graves, Bryn Atkinson and Kyle Ebbett** who were chosen based on individual successes, professionalism and their positive representation of Mad Catz in the sport of mountain biking. *Contact: Clare Turner, Cturner@madcatz.com.*

May 14 – Codemasters – Destined to be the mass-market game of the year for PlayStation 2 and PC, Codemasters' American Idol is a must-see on this year's show floor. The game will challenge E3Expo attendees to see how well they can perform as virtual contestants for computer-generated judges Simon Cowell, Paula Abdul and Randy Jackson. Exclusively showcased on a special-themed stage at the Codemasters booth (South Hall 746), **be on the lookout for some familiar American Idol celebrity appearances throughout E3Expo!** *Contact: Monica Moulin, (559) 283-2082, pr1@sti.net.*

May 14 – Interactive Art Services – Create your own 3-D Gaming Character! Interactive Art Services will hold a contest at the booth (Kentia Hall 6838) to demonstrate the speed and quality of developing, monitoring and delivering game art online. **John Watkiss, conceptual artist for Disney's Tarzan** will be the featured sketch artist. **Dean Kubina** will do the 3-D rendering to be displayed on the last day of the show. E3Expo attendees can submit a short paragraph describing the look and feel of a character. Sketches are allowed. Gaming Industry leaders Shiny Entertainment, and the **star of the upcoming movie and video game Matrix Reloaded, Jada Pinkett-Smith, are scheduled to stop by from 11:00 a.m. – 12:00 p.m.** Interested viewers can watch the entire project from the booth or any online connection at www.gamedivision.com. *Contact: Michelle Mustain, 818-424-9394,* michelle@interactiveartservices.com.

May 14 – Universal Interactive - Stop by and see the customized "tricked out" vehicle that appears exclusively on the upcoming release of The Fast and The Furious Tricked Out DVD, on display in the West Hall Lobby with a reel containing highlights from the DVD and videogame debuting this fall. **Dalene Kurtis of TNN's NOPI Tunervision** show and 2002's Playboy Playmate of the Year, and **Craig Lieberman, technical advisor for The Fast and the Furious**, will be available for scheduled interviews and photo opportunities. *Contact: Evan Fong, (818) 777-5540, evan.fong@unistudios.com.*

May 14 – Codemasters - American Idol finalist, **Carmen Rasmussen**, will be in the Codemasters booth (South Hall 746) to meet fans and sign autographs (time TBD). *Contact: Monika Moulin, 559-283-2082, pr1@sti.net.*

May 14, 11:00 a.m. – 12:00 p.m. – Nintendo - Nintendo hosts a "Reality TV" Celebrity Challenge featuring stars from America's favorite Reality-TV shows, including "American Idol," "The Bachelorette," and "Mr. Personality." Celebrities transition from intense "Reality TV" competition to heated Nintendo video game challenges.

May 14, 11:30 a.m.-12:30 p.m – Konami – Don't miss **world famous action figure creator/artist Todd McFarlane** at the Konami booth (South Hall 900) to sign autographs and promote the new game *McFarlane's Evil Prophecy* on Wednesday, May 14, from **11:30 a.m.-12:30 p.m**. *Contact: Wilson Cheng, wcheng@konami.com.*

May 14, 2:00 p.m. – 4:00 p.m. – Buena Vista Games – Don't miss the **TRON Reunion** celebrity autograph signing at the Buena Vista Games booth (South Hall 924). **Bruce Boxleitner, Cindy Morgan, Steven Lisberger and Richard Taylor, talent from the original TRON film**, reunite for a signing session at E3Expo. All are available before the event for one-on-one interviews. *Contact: Kehau Rodenhurst, (310) 248-5454 ex. 229, kehau@fdpr.com.*

May 14, 2:45 p.m. – Namco – Todd McFarlane, creator of Spawn and collaborator on Necrid from SOULCAIBUR II, will be signing lithographs to promote the SPAWN video game at **2:45 p.m**. in the Namco Booth (South Hall 946). *Contact: Hugo Reyes, (408) 321-0531, hreyes@namco.com.*

May 14, 4:15 p.m. – Microsoft - XSN Sports Network: Featuring the appearance of surprise sports stars (South Hall 1246).

May 14, 4:30 p.m. – 5:30 p.m. – Midway - Grammy-nominated **singer and songwriter Vanessa Carlton** will be performing live at the Midway booth (South Hall 800) Wednesday from 4:30PM. Don't miss your opportunity to see her live performance of her original song for Midway's re-make of SpyHunter 2, as well as her many well-known hits. *Contact: Alexa Waltz, 415-364-3892, alexa.waltz@mslpr.com.*

May 14, 4:30 p.m. – Activision – Join us at the Activision booth (South Hall 1224) for an autograph signing with **Tony Hawk**. *Contact: Michelle Nino,* mnino@activision.com.

May 14, 6:00 p.m. – Atari/Firaxis - Atari and Firaxis Games have some big news! On Wednesday, May 14th, at 6pm find out what's next for the legendary **designer Sid Meier**, Firaxis Games, and Atari. By invitation only. *Contact: Stacey Clement, sclement@us.infogrames.com.*

May 15 – Prima Games – Book Signing with **David Kushner, author of "How Two Guys Created an Empire and Transformed Pop Culture."** Stop by the Prima Games booth (West Hall 2500) to see David and pick up an autographed copy of his work. The book describes the uniquely American story of the two rebellious suburban kids who found purpose, salvation, and immense wealth by creating the computer and video games that shaped a generation. Exact times TBA. *Contact: Andy Rolleri, (916) 787-6959, andyr@primagames.com.*

May 15, 11:00 a.m. – Microsoft – Lollapalooza Announcement: **Jane's Addiction** makes an appearance (South Hall 1246).

May 15, 11:00 a.m. - 12:00 p.m. – Ubi Soft Entertainment – Ubi Soft Entertainment, DC Comics and Warner Brothers have partnered to showcase the talents of **renowned comic book artist Jim Lee, the creator and character designer of a brand new Batman villain** for Ubi Soft's upcoming videogame Batman: Rise of Sin Tzu. Batman: Rise of Sin Tzu makes history as the first videogame to debut a brand new Batman character in the Batman universe. Jim Lee will be at Ubi Soft Entertainment's booth (South Hall 1046). He will be autographing free copies of his current comic book project "Batman Hush." *Contact: Carol Quto, carolq@ubisoft.com.*

May 15, 11:00 a.m. - 12:00 p.m. – Nintendo - Nintendo hosts Los Angeles hometown favorites in a celebrity challenge of a different kind, hosted by an emcee one-of-a-kind. Details to be announced.

May 15, 12:00 p.m. – Codemasters - Destined to be the mass-market game of the year for PlayStation 2 and PC, American Idol (South Hall 746) from Codemasters is a must-see on this year's show floor. **Stop by on Thursday, May 15 at 12:00PM to watch celebrity judges Paula Abdul and Randy Jackson critique contestants in a unique E3 Idol contest**. Paula and Randy will also sign autographs from 1:00 - 1:30 p.m. *Contact: Monica Moulin, (559) 283-2082, prl@sti.net.*

May 15, 1:00 p.m. – 2:00 p.m. – NCSoft Corp. – The show is going "Mad" over famed and award-winning comic book artist, **JOE MADUREIRA**!! If you loved **Uncanny X-men** and **BATTLE CHASERS**, don't miss Joe at the NCsoft booth (South Hall 1024) to sign autographs and promote the new online game Exarch, which features his character concepts in stunning 3D graphics. *Contact: Alex Skillman, askillman@ncinteractive.com.*

May 15, 1:00 p.m. – 2:00 p.m. – Nintendo - Celebrities take it from 'the ring' to the Nintendo GameCube at a celebrity challenge that's sure to separate the men from the boys. Armed with wireless WaveBird controllers and video gaming know-how, long-time rivals settle their disputes fair and square once Nintendo's video game champion is declared. Details to be announced.

May 15, 1:00 - 2:00 p.m. – Buena Vista Games – Spy Kids 3 Game Over appearance and autograph signing! **Daryl Sabara and Alexa Vega, the two stars from the Spy Kids films** will be signing autographs for E3Expo

attendees. Both are available 1 - 2 PM for one-on-one interviews. *Contact: Kehau Rodenhurst, (310) 248-5454 ex. 229, kehau@fdpr.com.*

May 15, 2:00 - 3:00 p.m. – Majesco – Award-winning science fiction author Orson Scott Card will be appearing at Majesco's booth (Concourse Hall 151) meeting fans and signing autographs. Mr. Card has developed the back-story for a new Majesco game, the first release in a trilogy of videogames and novels to be announced just prior to E3Expo. *Contact: Laura Heeb, laura@highwatergroup.com.*

May 15, 4:30 p.m. – Midway - Don't miss the intense, hard rock sound of band **COLD**, rockin' at the Midway booth (South Hall 800) on May 15 at 4:30PM. *Contact: Alexa Waltz, 415-364-3892, alexa.waltz@mslpr.com.*

May 16 - Multimedia 2000, Inc. - Extreme motorcycle street racer **Brian Steeves** will be available to autograph a thrilling poster shot taken directly from his new high-octane DVD release "Brian Steeves - Take Me For A Ride 2003" at Kentia Hall 7520. *Contact: Barry Martin, (206)498.5645.*

May 16, 12:00 p.m. – Midway – Don't miss **DMC Champion DJ Rocky Rock and World Freestyle Champion rapper MC Supernatural** performing live at the Midway booth (South Hall 800) on Friday, May 16, at 12:00 PM. *Contact: Alexa Waltz, 415-364-3892, alexa.waltz@mslpr.com.*

May 16, 1:00-3:00 p.m. – Wizards of the Coast – In celebration of the 10th anniversary of the premier trading card game and this summer's launch of Magic Online 2.0, Wizards of the Coast will host a Magic: The Gathering card signing with **top fantasy artist Sam Wood** and an exclusive first-look at Magic Online 2.0. Press and show attendees welcome. *Contact: Laura Tomasetti, (617) 367-6655, laura@tomasettipr.com.*

May 14, 15 - Multimedia 2000, Inc. (M2K) publisher of the exciting, pulse-pounding RealRawFast brand of DVD titles for the consumer market, will feature a special celebrity appearance at the M2K booth (Kentia Hall 7520). **Tiffany Lang**, the sexy cover model for the new, upcoming interactive DVD release "Girls of Street Racing" will be available for pictures as well as an exclusive poster signing. *Contact: Barry Martin, (206)498.5645.*

May 14, May 16, 10:00 a.m. – Microsoft - Celebrity Music Mixer Karaoke w/ **Baywatch star and Playmate Brande Roderick, and Irulan and Alton from the Real World Las Vegas**.

Daily – Auravision – Three-time **Cyberathlete Professional League (CPL) World Champion Johnathan "Fatal1ty" Wendel** and Auravison will launch a newly designed line of lifestyle and gaming merchandise under the trademarked Fatal1ty brand name. Fatal1ty will be in Auravision's booth (Kentia Hall 6556) for autographs and media interviews on May 14th from 9am-10:30, 12pm-2:30pm, and 5pm-6:00pm; on May 15th from 9am - 10am, 11:30-2pm, and 4:30pm - 6:00; and on May 16th from 9am -10am, 11:30am- 1pm, and 3:30-4pm. *Contact: Rita Tennyson, rtennyson@terpin.com.*

Daily – DreamCatcher – Legendary, Vocal, Obnoxious, Visionary. . .Call him what you like!!! And this time, you can say it to his face. **Derek Smart (Producer of the Battlecruiser series)** will be available for interviews in a Private, Quiet room on stand 600 South Hall at E3Expo. *Contact: Tara Reed, treed@dreamcatchergames.com.*

Media Briefings/News Conferences

(LACC NCR = Los Angeles Convention Center News Conference Room, West Hall 515B)

May 13, 11:30 a.m. – Nintendo of America – Hollywood & Highland Grand Ballroom. Nintendo Co. Ltd., the worldwide leader in the creation of interactive entertainment and the creator of industry icons such as MarioTM, Donkey Kong(r) and Pokemon(r), will host a Media Briefing. The Media Briefing is by invitation only. Business cards are required at the door.

May 13, 2:00 p.m. – Nokia – Park Plaza Hotel. The N-Gage mobile game deck from Nokia is a revolutionary new wireless multiplayer mobile platform optimized for both local and remote 3D gaming. Nokia will be making major announcements concerning N-Gage at the N-Gage Press Conference. Transportation to the press conference will be provided from various locations around town, including the Nintendo press conference - look for the red N-Gage media buses. *Media can obtain an invitation by calling (972)-894-4573.*

May 14, 8:00 a.m. – IDSA (owner of E3Expo) **Media Briefing & Breakfast - LACC Room 411/Theater**. Interactive Digital Software Association (IDSA) President Douglas Lowenstein hosts the E3Expo 2003 Media Briefing & Breakfast. This exclusive event offers media the opportunity to view findings from the IDSA's annual Computer and Video Game Consumer Survey and get an in-depth update on the state of the rapidly growing interactive entertainment industry. Seating for the briefing and breakfast is first-come, first-serve. RSVP to E3Expo Media Relations at e3expo@cohnwolfe.com.

May 14, 9:15 a.m. – Sammy Studios – LACC NCR. Sammy Studios will hold a press conference to unveil a video game inspired by one of the greatest samurai movies of all times, Akira Kurpsawa's "Seven Samurai." In tribute to the classic film, creation of the "Seven Samurai" video game has involved renowned artists, including characters by world famous artist Moebius (whose credits include design work for films such as "Alien", "Tron" and the "Fifth Element"); music from composer Ryuichi Sakamoto (most famous for his Academy Award-winning score for "The Last Emperor"; and with the full involvement of the Kurosawa estate, including Akira's own son Hisao Kurosawa. Sammy Studios has arranged to have Moebius and Hisao Kurosawa, along with lead designers and developers from the game, on hand to unveil the "Seven Samurai" game. Attendees at the E3 press conference will have among the first people to see this tribute to Akira's vision recreated as a video game. *Contact: Tracey Winikoff, twinikoff@yahoo.com.*

May 14, 1:00 - 1:45 p.m. – DISCover – LACC NCR. DISCover, a videogame console that plays unmodified PC games, will be unveiled at this news conference. Since DISCover games are unmodified PC games, DISCover will launch with more games than all other videogame consoles combined. *Contact: Avi Dorel, avi@gameconsole.tv.*

May 14, 2:00 – 2:45 p.m. – Diversions Publishing – LACC NCR. Diversions Entertainment unveils its new title, a PC Fighter called "One Must Fall: Battlegrounds." From Diversions, "One Must Fall: Battlegrounds" is the first multiplayer action/fighting game with online capabilities for the PC. The title is scheduled to ship in July 2003. *Contact: Barbara Anglisz, (850) 249-1456, barbara@omf.com.*

May 15, 10:00 a.m. – Face2face - A news conference to announce new face and body animation techniques as applied to new games, both console and wireless. Demonstrations of the face2face animation AlterEgo (tm) system will occur. George Caravias, CEO, face2face animation and Eric Petajan, founder and chief scientist, face2face animation will both be present. *Contact for more information or to RSVP: Chris Pfaff, c.pfaff@att.net.*

May 15, 1:00 – 1:45 p.m. – Microsoft – LACC NCR. Microsoft presents the Mobile Entertainment Forum's panel discussion: "How to accelerate your entry into Mobile Entertainment/games?" Are you ready to integrate mobile in your future plans? What are the appropriate steps for you to take advantage of the tremendous mobile opportunities emerging worldwide? How do you position yourself and your company to enter the mobile game space? We'll review valuable lessons learned from Korea, Finland and Japan to help direct your entry strategy. *Contact: Julie Du Brow, 310-821-2463, julie.dubrow@mobileentertainmentforum.org.*

May 15, 1:00 p.m. – DISCover - DISCover (Kentia Hall 6551) will demonstrate the DISCover Virtual Game Console on Gateway Computer's Media Center PC at an **in-booth News Conference** at 1:00 p.m. on Thursday, May 15th. DISCover's Virtual Game Console adds games to the Media Center PC's digital entertainment, enabling it to play games as easily as it plays movies and music.

Other Events

May 13 – CDV Software Entertainment AG, 10:00 a.m., Howard Johnson Los Angeles - American Conquest for the PC is a real-time strategy title that traces early history of America. CDV is "re-enacting" the war for independence by pitting U.K. versus U.S. in American Conquest. Currently, an online tournament is running in United States and United Kingdom. Four contestants (two from U.K. and two from U.S.) will be flown down to Los Angeles a day prior to E3 for the final battle. Ukrainian developers of American Conquest, GSC Gameworld ("Cossacks," "S.T.A.L.K.E.R.") will be present at the event and available for interview. *Contact: Rannie Yoo, 415-777-4000, rannie@kohnkecomm.com.*

May 13, 7:30-9:30 p.m. – THQ – The Downtown Standard Hotel. THQ will be hosting a special Xbox presentation and cocktail reception at the rooftop bar of The Downtown Standard Hotel. Party is for invited guests only. *Contact: Reilly Brennan, rbrennan@thq.com.*

May 14, time TBA – Nokia – at the Park Plaza downtown. Nokia hosts the N-Gage party on Wednesday evening (May 14). Both the N-Gage press conference and party are invitation only. Media can obtain an invitation by calling 972-894-4573.

May 14, 11:00 a.m. – CAPCOM – Capcom invites E3Expo attendees to their booth (South Hall 1324) to see the world premier of Resident Evil Outbreak for the PlayStation 2. Capcom promises to deliver a "thriller" of an experience. *Contact: Melinda Mongelluzo, (408) 774-3826, MelindaM@capcom.com.*

May 14, 12:00 p.m. – Microsoft – Ninja Gaiden: Developer Session with Tomonobu Itagaki (South Hall 1246).

May 14, 12:00 p.m. – Capcom – MEGAMAN: NT WARRIOR is coming to E3Expo! ShoPro Entertainment℠ and Kids' WB! proudly invite you to the **World Premiere press screening** of the hottest new animated series, MEGAMAN: NT WARRIOR. TV launch date: May 17th (9:30 a.m. ET) on Kids' WB! -- the #1 kids' broadcaster. When: Wednesday, May 14, 2003 at 12:00 p.m. **Where: News Conference Room, West Hall, Room 515B. RSVP required by May 9th** – Westcott Marketing Group (Tel: 425.641.3899 x 107). Grab a free bag of special Mega Butter popcorn, sit back and enjoy the show!

May 14, 1:30 p.m. – Microsoft – Soul Caliber Tournament, autograph session with Todd MacFarlane (South Hall 1246).

May 14, 5:00-6:30 p.m. – Nyko Technologies – All members of the press are invited to Nyko's Private Cocktail Party to be held at its booth (West Hall 2608). Out-of-this-world cocktails and appetizers will be served, and the entire Army of Nyko "Fembots" will be available for photo opportunities. *Contact: Natalie Ness, (310) 734-6893, natalie@delyon-hunt.com.*

May 15, 10:15 a.m. – Microsoft – Games Press Tournament: Editors from top game magazines compete for bragging rights (South Hall 1246).

May 15, 10:15 a.m. – Microsoft – Deus Ex 2: Developer Preview Session of the exciting new game (South Hall 1246).

May 15, 12:00 p.m. – U.S. Army - Tournaments (West Hall 2352). Soldiers from Fort Drum and Fort Lewis will play tournaments including the final match of the America's Army Ultimate Arena E3 Tournament (Thursday, 12:00) against a team of four civilians, and in other tournaments taking place Wed. - 1:00, Friday 12:00. *Contacts: Lori Mezoff, lorimezoff@yahoo.com.*

May 15, 3:00 p.m. – Face2face - The American Film Institute (AFI) and face2face animation present the latest developments in the area of face and body animation for game developers. Leading technical innovators in the area of real-time face and body animation will demonstrate new techniques for delivering 2D and 3D animation in a "Broadband TV " context; MPEG-4 streaming software for low bit-rate environments, and new PlayStation2 and Xbox animation developments. *Contact: Chris Pfaff, c.pfaff@att.net.*

May 15, 3:00 p.m. – Xicat – Xicat Interactive will be holding a free driving contest in their booth (Concourse 150A). Compete for the top position in the video game - Motor Trend presents Lotus Challenge. The contest will be held to promote Xicat's upcoming Gamecube and PC CD-ROM releases of Motor Trend presents Lotus Challenge. Prizes include: A Lotus Elise Motorsport Remote Control Car Kit, t-shirts, fleeces, and copies of their newest Playstation 2 title, ChopLifter: Crisis Shield. *Contact: Jan Sanghera, jsanghera@xicat.com.*

May 15, 5:30 p.m. – Atari/FUNimation - Atari and FUNimation have some big news! On Thursday, May 15th, at 5:30pm find out what's next for FUNimation and Atari. By invitation only. *Contact: Tara Blanco, tara@highwatergroup.com.*

May 16, 11:00 a.m. – Microsoft – Project Gotham 2 Racing Tournament.

May 16, 1:00 p.m. – DISCover. - The BIG RACE will be run in DISCover PC game console's new booth Kentia Hall 6551 on Friday, May 16th at 1:00 p.m. Anyone can tryout, playing unmodified PC racing games on our in-booth DISCover simulators, Wednesday through Friday. Drivers with the best times will compete in this final race for trophies and prizes.

May 14, 15 – Namco - Need to get your SOULCALIBUR®II fix? Join Namco (South Hall 946) as it hosts a two-day tournament for the highly-anticipated game. Sign up early at the Namco booth on the morning of Wednesday, May 14 -- space is limited. "SOULCALIBUR®II Hour" promptly starts at 1:30 p.m. in the respective booths of Namco, Microsoft and Sony Computer Entertainment America. **The finals for all three platforms will be held in the Namco booth on Thursday, May 15 at 11:00 a.m.,** with the winner taking home a tremendous prize. Additionally, don't miss the **Todd McFarlane autograph signings** at the Namco and Microsoft booths throughout the tournament.

May 14, 15 – Nyko Technologies – WIN FREE GEAR from the Nyko "Fembots" at the Nyko booth (West Hall 608). These space-age honeys will also be roaming the concourse areas of South and West Halls giving lucky E3Expo attendees special hex-shaped lottery tickets, which can be redeemed at Nyko's booth for instant prizes, or daily drawings for cool Nyko products, exciting, new games, and game console systems. *Contact: Natalie Ness, (310) 734-6893, natalie@delyon-hunt.com.*

May 14, 15, 3:00-4:00 p.m. – Diversions Publishing – Join Diversions Publishing and experience the excitement of an all out action-combat session with the most intense and visually stunning 3D fighter on a PC. Free giveaways. *Contact: Barbara Anglisz, (850) 249-1456, barbara@omf.com.*

May 14, 15, 3:30 p.m. – Microsoft - Xbox Live Ultimate Championship: Featuring **Return to Castle Wolfenstein** on May 14 and **Midnight Club II and DJ Clue** on May 15 (South Hall 1246).

May 14, 15, 5:00 p.m. – Microsoft – Music Mixer Rave: Music Mixer drives the Xbox nightclub (South Hall 1246).

May 15, 16, 12:00 p.m. – Microsoft – Crimson Skies Tournament (South Hall 1246).

May 15, 2:45 p.m., May 16, 12:40 p.m. – Microsoft – Fable: Developer Preview Session with Peter Molyneux (South Hall 1246).

May 14, 11:00 a.m., May 15, 1:30 p.m., May 16, 12:00 p.m. – Microsoft – Project Gotham 2 Racing: Developer Session with Sarah Chudley (South Hall 1246).

May 14, 11:20 a.m., May 15, 1:50 p.m., May 16, 12:20 p.m. – Microsoft – Voodoo Vince: Developer Session with Clayton Kauzlaric (South Hall 1246).

Daily - NCsoft - Don't' miss out on the chance to win the $10,000 trip of a lifetime! Ever wanted to float along the Nile, run with the bulls or visit the North Pole? Well, now is your chance!! Each day of the show a $10,000 Ego-trip for you and a guest will be given away. All you have to do is visit the NCSOFT booth, the world's top developer of ONLINE computer games (South Hall 1024) and play 6 games to qualify to win one of three Ego-Trips given away. NCsoft's games let you travel to other universes and be whatever and whomever you want to be! Play to win and give that alter-ego of yours a chance to take the adventure trip you've always dreamed about. Stop dreaming and start playing. Real adventure awaits! *Contact: Alex Skillman, askillman@ncinteractive.com.*

Daily – InterServ - InterServ will be demonstrating its groundbreaking multiplayer online fighting game, Meteor Blade for the PC, in a competition setting at this year's E3Expo. Up to six players will be able to face off in head-to-head PC combat, with prizes going to the top players. Please stop by Kentia 6215 for competition times and to watch the action. Competitions will be occuring at regular intervals, exact times TBA. *Contact: Will Reusch, (949) 588-0865, willr@is-games.com.*

Daily, 11:00 a.m. – 12:00 p.m. - Butterfly.net - Butterfly.net will be holding an Open House for Media in Kentia Hall 6944 to view the virgin demo of Antartica's new game, Exyst. Set in ancient times, the game is an example of

the exciting new game genre: Massive Multiplayer Action Adventure. *Contact: Monica Larson,* 304-260-9520, *monica@butterfly.net.*

Daily, 2:45 p.m. – Microsoft – Counter Strike Tournament (South Hall 1246).

Daily – U.S. Army - Air Assault Demonstration (Outside). Soldiers will rappel from a Blackhawk helicopter hovering at heights of almost 100ft. The air assault demonstrations will take place directly across from the South Hall entrance to the LA Convention Center. **Wed. - 9:45 a.m., 2:00 p.m. Thurs. - 9:30 a.m., 1:30 p.m. Fri. - 9:30 a.m., 1:00 p.m.** *Contact: Lori Mezoff, lorimezoff@yahoo.com.*

Daily – U.S. Army - Gabriel Demonstration (West Hall 2352) - Special Forces Soldiers will render this formalized presentation of the capabilities of a Special Forces detachment. **Wed. - 11:00 a.m., 3:00 p.m., 5:00 p.m. Thurs. - 10:00 a.m., 3:00 p.m. Fri -10:00a.m., 2:30 p.m.** *Contact: Lori Mezoff, lorimezoff@yahoo.com.*

Daily – U.S. Army - Combat Search and Rescue (West Hall 2352). Soldiers will enact a rescue of a downed helicopter crew in a combat setting. The rescue will feature a Special Forces security team at the helicopter crash site, an embedded reporter, and an air assault insertion of a medical evacuation team. **Wed. 12:00 p.m., 4:00 p.m., Thurs. -11:00 a.m., 4:00 p.m., 5:00 p.m., Fri. - 11:00 a.m., 3:00 p.m.** *Contact: Lori Mezoff, lorimezoff@yahoo.com.*

Daily – TDK Mediactive – In addition to the elaborate display of gaming titles, three of the UFC's top Ultimate Fighters(tm) will also be signing autographs, meeting with the press and squaring off in matches of UFC: Tapout(tm) 2 all three days at the TDK Mediactive booth (South Hall 1400). Fighters scheduled to appear include **Matt Hughes, Chuck Liddell and Tim Sylvia**. *Contact: Wayne Teats, (818) 707-7063 ex. 425, wayne_teats@tdk-m.com.*

Daily – Mad Catz - Get an exclusive preview of the newly launched Mad Catz GameShark products by visiting the private GameShark room. Regular scheduled product demonstrations will take place throughout the day at the following times: **Wednesday - 11am, 1pm, and 4pm, Thursday - 11am, 1pm, and 4pm, and Friday - 10am, 12pm, and 2pm**. *Contact: Clare Turner, Cturner@madcatz.com.*

For the latest E3Expo 2003 exhibitor announcements, please visit the Exhibitor News section of the online Media Center at www.e3expo.com.

E3Expo is wholly owned by the Interactive Digital Software Association (IDSA), the U.S. association dedicated to serving the business and public affairs needs of companies publishing interactive games for video game consoles, handheld devices, personal computers and the Internet. For more information visit www.idsa.com.

PLEASE NOTE:

Please allow extra time for check in before entering the show due to increased security measures. All bags are subject to search.

E3Expo 2003 is a trade event, and is not open to the general public. No one under 18 will be admitted, including infants. This policy is strictly enforced.

Exhibitors Showcasing Never-Before-Seen Games and Products

E³ 2003 FIRST LOOKS

CONCOURSE HALL	
ACCLAIM ENTERTAINMENT, INC.	152
DISCREET	409A (PMR)
EMPIRE INTERACTIVE	402A (PMR)
LUCASARTS ENTERTAINMENT COMPANY	153A (PMR)
MAJESCO SALES	151 (PMR)
METRO3D	153C (PMR)
XICAT INTERACTIVE	150A (PMR)
KENTIA HALL	
1C COMPANY	6035
ACTION FORMS LTD.	6035
ADDVALUE TECHNOLOGIES	6747
ALADDIN KNOWLEDGE SYSTEMS	6749
ALCHEMY ENTERTAINMENT	6451
ALL GAMES & ELECTRONICS	6660
ALLIANCE NUMÉRIQC	6021
ARSENAL GAMING	6415
AURAVISION LLC	6556
AZURADISC	6403
BMK NETWORKS	6451
BUG TRACKER	6021
BUKA ENTERTAINMENT	6201
CENEGA PUBLISHING, S.R.O.	6323
CLEAR-VU PRODUCTS	6835
COAXSYS	6851
COMBAT FLIGHT SIMS, INC.	6605
COMPACT MEDIA, INC.	7614
COMPCDR.COM	7509
COMPEDIA LTD.	6809
DARIM VISION CORP.	6500
DIRECT X	6958 (OFMR)
DISC-GO-TECH	7510
DISCOVER	6850
DR. ROBOT INC.	6834
DREAMGEAR, LLC	6351
ECD SYSTEMS	7056 (OFMR)
EXCELLENT GAME COMPANY	6900 (OFMR)
FOGWARE PUBLISHING	7007 (OFMR)
FOUNTECH PTE LTD	6409
GAME CENTER DISTRIBUTION INC.	6759
GAME INFINITY	6047

OFMR: On Floor Meeting Room, PMR: Permanent Meeting Room
Information based upon results from the E³ 2003 Pre-Show Exhibitor Survey

Exhibitors Showcasing Never-Before-Seen Games and Products

KENTIA HALL	
GAME SOURCE INC.	6527
GAMEMATE TECH, INC.	7613
GAMING SIDE	6041
GEMINI INDUSTRIES	6309
GLOBAL SOFTWARE PUBLISHING/DK PUBLISHING	7601
GLOBAL STAR SOFTWARE	7038 (OFMR)
GSC GAME WORLD	6521
HANBITSOFT, INC.	6911 (OFMR)
HEXACTO GAMES	6021
IDEAZON	6557
I-IMAGINE INTERACTIVE	6936 (OFMR)
INITIAL CUT INTERACTIVE	6041
INTERACTIVE ART SERVICES	6838
ITE MEDIA APS	6857
ITPIA. CO., LTD.	6810
J.F.J. DISC REPAIR	7515
JC ENTERTAINMENT	6934 (OFMR)
JC RESEARCH, INC.	7011 (OFMR)
JÖLLENBECK GMBH	6001
KUTOKA INTERACTIVE	6021
LINDEN LAB	7048 (OFMR)
MASAYA	6814
MATIAS	6503
MEDIAHOUSE	6853
MEZCO STUDIOS INC.	7504
MICRO APPLICATION	6041
MIDAS INTERACTIVE ENTERTAINMENT	6257
MOJO GAMES INT'L INC.	6721
MONTE CRISTO	6938 (OFMR)
MOTIONOCITY	6951
MUTABLE REALMS, INC.	6335
NET MOBILE AG	6821
NETDRAGON WEBSOFT INC.	6251
NORVANCO INTERNATIONAL INC.	7039 (OFMR)
NSIG CO., LTD.	6602
PAN VISION	7625 (OFMR)
PHOENIX GAMES LIMITED	7506
PLAYCOM	6723
POINT2POINT LOGISTICS	7609
PYRAMAT LLC	6800
SAITEK	6435
SECUROM	6245
SELECTSOFT PUBLISHING	6924 (OFMR)
SMART TOP TECHNOLOGY LTD.	6815
SOFTLAB-NSK	6035

OFMR: On Floor Meeting Room, PMR: Permanent Meeting Room
Information based upon results from the E^3 2003 Pre-Show Exhibitor Survey

Exhibitors Showcasing Never-Before-Seen Games and Products

KENTIA HALL	
SPIRIT	6459
SURPLUSOFT DISTRIBUTION/MPS MULTIMEDIA, INC.	6827
TEAM CHMAN SA, DEVELOPER	6041
TECHHAND INC.	6745
THE WILD DIVINE PROJECT	6823
TIGERGAME LIMITED	6753
TIMEGATE STUDIOS INC.	6945 (OFMR)
TIVOLA-VIVA MEDIA	6922 (OFMR)
TORUS GAMES	6926 (OFMR)
U.S. GAMES DISTRIBUTION, INC.	7610
UNIVENTURE	6826
WEMADE ENTERTAINMENT CO., LTD.	6057
WILD THINGS INTERACTIVE LTD	6535
YAHOO! GAMES	6957 (OFMR)
PETREE HALL	
INFOGRAMES / ATARI	4003
THQ	4001
SOUTH HALL	
3DO COMPANY, THE	500
ACTIVISION, INC.	1224
ADVENTURE COMPANY, THE	600
ARTIFACT ENTERTAINMENT, INC.	740
AURAN GAMES PTY LTD	436
BUENA VISTA GAMES	924
BULLANT STUDIOS	436
CAPCOM USA, INC.	1324
CODEMASTERS	746
CONSPIRACY ENTERTAINMENT	700
CRAVE ENTERTAINEMENT	700
DREAMCATCHER GAMES	600
EIDOS INTERACTIVE	824
ELECTRONIC ARTS	1000
ENCORE, INC.	1624
FOX INTERACTIVE	1200
KONAMI OF AMERICA, INC.	900
KROME STUDIOS	436
MAD CATZ INTERACTIVE, INC.	1524
MICROSOFT CORPORATION	1246
MIDWAY GAMES, INC.	800
NAMCO HOMETEK	946
NATSUME	700
NCSOFT	1024
NP CUBE	436
NVIDIA	1636
SIERRA ENTERTAINMENT	1200

OFMR: On Floor Meeting Room, PMR: Permanent Meeting Room
Information based upon results from the E^3 2003 Pre-Show Exhibitor Survey

Exhibitors Showcasing Never-Before-Seen Games and Products

SOUTH HALL	
SIMON & SCHUSTER INTERACTIVE	1200
SONY ONLINE ENTERTAINMENT, INC.	846
SQUARE ENIX U.S.A., INC.	624
SVG DISTRIBUTION	700
TANTALUS INTERACTIVE	436
TDK MEDIACTIVE, INC.	1400
TIPS & TRICKS MAGAZINE	308
UBI SOFT ENTERTAINMENT	1046
UNIVERSAL INTERACTIVE	1200
VXO NETWORKS	436
WANADOO	424
X3D TECHNOLOGIES	500
XS GAMES LLC	309 (PMR)
WEST HALL	
ABSOLUTE QUALITY(EUROPE) LTD	2908
AGETEC	2666 (OFMR)
ALL STAR GAMING	2340
ARGONAUT GAMES PLC	2340
ARTEM DIGITAL LTD..	2340
ATLUS U.S.A., INC.	512 (PMR)
BAD DEVELOPMENT	2340
BANDAI AMERICA	2208
BATFISH STUDIOS LTD.	2340
BBC MULTIMEDIA	2340
BETHESDA SOFTWORKS	513 (PMR)
BIOWARE CORPORATION	2672 (OFMR)
BLITZ GAMES	2340
BLUE BECK LTD.	2340
BRODERBUND	503 (PMR)
CHEEKY WIRELESS LTD.	2340
CRITERION SOFTWARE	504 (PMR)
DC STUDIOS	2908
DISTINCTIVE DEVELOPMENTS	2340
EDGIES	2908
EUTECHNYX	2340
EVOLUTION STUDIOS LTD.	2340
GENEMATION	2340
IGAMES PUBLISHING, LLC	2466 (OFMR)
INTERNATIONAL HOBO	2340
IOMO LTD.	2340
JOWOOD	518 (OFMR)
JUST FLIGHT LTD.	2340
KEMCO	2808
KINYO CO., INC.	2100
KOEI CORPORATION	7017
KUJU ENTERTAINMENT	2340
LEARNING COMPANY, THE	503 (PMR)

OFMR: On Floor Meeting Room, PMR: Permanent Meeting Room
Information based upon results from the E^3 2003 Pre-Show Exhibitor Survey

Exhibitors Showcasing Never-Before-Seen Games and Products

WEST HALL	
LIONHEAD STUDIOS	2340
MICROVALUE	2340
NEC INTERCHANNEL LTD.	2576 (OFMR)
NICELY CRAFTED ENTERTAINMENT	2340
NIMROD PRODUCTIONS LTD.	2340
NINTENDO OF AMERICA	2816
NUBY	2572 (OFMR)
NYKO	2608
OIL PRODUCTIONS LTD.	2340
PLAYLOGIC INTERNATIONAL	2252
PRIMA GAMES	2500
REBELLION	2340
RIVERDEEP, INC.	503 (PMR)
S2 GAMES, LLC	2466
SAMMY STUDIOS, INC.	2200
SCI GAMES LTD.	2340
SCOTTISH GAMES ALLIANCE	2908
SEGA OF AMERICA, INC.	2216
SNEAKY RABBIT STUDIOS	2480 (OFMR)
SOFTWRAP LTD.	2340
SONY COMPUTER ENTERTAINMENT AMERICA, INC.	2416
THE CODE MONKEYS LTD.	2340
TUNA TECHNOLOGIES	2340
U.S. ARMY	2352
VIS ENTERTAINMENT PLC	2908
VISUAL SCIENCE	2908
WEBZEN CORP.	2240
WIDE GAMES--	2340
WORLD CYBER GAMES	2566 (OFMR)
ZIFF DAVIS MEDIA GAME GROUP	2600

OFMR: On Floor Meeting Room, PMR: Permanent Meeting Room
Information based upon results from the E^3 2003 Pre-Show Exhibitor Survey

E^3 2003 Exhibitors with Titles & Products on Store Shelves by 2003 Holiday Season

Information based upon results from the E^3 2003 Pre-Show Exhibitor Survey

CONCOURSE HALL	
ACCLAIM ENTERTAINMENT, INC.	152
DISCREET	409A (PMR)
EMPIRE INTERACTIVE	402A (PMR)
LUCASARTS ENTERTAINMENT COMPANY	153A (PMR)
MAJESCO SALES	151 (PMR)
METRO3D	153C (PMR)
XICAT INTERACTIVE	150A (PMR)
KENTIA HALL	
ADDVALUE TECHNOLOGIES	6747
ALADDIN KNOWLEDGE SYSTEMS	6749
ALCHEMY ENTERTAINMENT	6451
ARSENAL GAMING	6415
AURAVISION LLC	6556
AZURADISC	6403
BMK NETWORKS	6451
BUG TRACKER	6021
BUKA ENTERTAINMENT	6201
CDV SOFTWARE ENTERTAINMENT AG	6015
CENEGA PUBLISHING, S.R.O.	6323
CLEAR-VU PRODUCTS	6835
COAXSYS	6851
COMBAT FLIGHT SIMS, INC.	6605
COMPCDR.COM	7509
COMPEDIA LTD.	6809
DARIM VISION CORP.	6500
DISC-GO-TECH	7510
DISCOVER	6850
DREAMGEAR, LLC	6351
ECD SYSTEMS	7056 (OFMR)
FOGWARE PUBLISHING	7007 (OFMR)
FOUNTECH PTE LTD	6409
GAME CENTER DISTRIBUTION INC.	6759
GAME INFINITY	6047
GAME SOURCE INC.	6527
GAMEMATE TECH, INC.	7613
GAMETRONICS	6727
GEMINI INDUSTRIES	6309
GLOBAL SOFTWARE PUBLISHING/DK PUBLISHING	7601
GLOBAL STAR SOFTWARE	7038 (OFMR)
GSC GAME WORLD	6521

OFMR: On Floor Meeting Room, PMR: Permanent Meeting Room

KENTIA HALL	
HANBITSOFT, INC.	6911 (OFMR)
HAVOK	7050 (OFMR)
HEXACTO GAMES	6021
HONG KONG PRODUCTIVITY COUNCIL	6451
IBILL	6656
ID MERCHANDISING GROUP	6828
IDEAZON	6557
I-IMAGINE INTERACTIVE	6936 (OFMR)
INITIAL CUT INTERACTIVE	6041
INTERACTIVE ART SERVICES	6838
ITE MEDIA APS	6857
ITPIA. CO., LTD.	6810
J.F.J. DISC REPAIR	7515
JC ENTERTAINMENT	6934 (OFMR)
JC RESEARCH, INC.	7011 (OFMR)
KUTOKA INTERACTIVE	6021
LINDEN LAB	7048 (OFMR)
MACROVISION CORP.	7057 (OFMR)
MASAYA	6814
MATIAS	6503
MEDIA CREATE	7501
MEDIAHOUSE	6853
MEZCO STUDIOS INC.	7504
MICRO APPLICATION	6041
MIDAS INTERACTIVE ENTERTAINMENT	6257
MOJO GAMES INT'L INC.	6721
MONTE CRISTO	6938 (OFMR)
MOTIONOCITY	6951
NET MOBILE AG	6821
NETDRAGON WEBSOFT INC.	6251
NORVANCO INTERNATIONAL INC.	7039 (OFMR)
NSIG CO., LTD.	6602
PAN VISION	7625 (OFMR)
PERFORCE SOFTWARE	6457
PHOENIX GAMES LIMITED	7506
PLASTICWORKS PACKAGING	6711
PLAYCOM	6723
POINT2POINT LOGISTICS	7609
PYRAMAT LLC	6800
ROSS-ELLIS	6856
RUSSOBIT-M	6427
SAITEK	6435
SALEM SOFTWARE INC.	7612
SECUROM	6245
SELECTSOFT PUBLISHING	6924 (OFMR)
SMART TOP TECHNOLOGY LTD.	6815

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KENTIA HALL	
SPIRIT	6459
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TAB DISTRIBUTION, INC.	7601
TECHHAND INC.	6745
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WILD THINGS INTERACTIVE LTD	6535
YAHOO! GAMES	6957 (OFMR)
PETREE HALL	
INFOGRAMES / ATARI	4003
THQ	4001
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3DO COMPANY, THE	500
ACTIVISION, INC.	1224
ADVENTURE COMPANY, THE	600
ARTIFACT ENTERTAINMENT, INC.	740
AURAN GAMES PTY LTD	436
BLIZZARD ENTERTAINMENT	1200
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CAPCOM USA, INC.	1324
CODEMASTERS	746
CONSPIRACY ENTERTAINMENT	700
CRAVE ENTERTAINEMENT	700
DREAMCATCHER GAMES	600
EIDOS INTERACTIVE	824
ELECTRONIC ARTS	1000
ENCORE, INC.	1624
FOX INTERACTIVE	1200
KONAMI OF AMERICA, INC.	900
KROME STUDIOS	436
MAD CATZ INTERACTIVE, INC.	1524
MICROSOFT CORPORATION	1246
MIDWAY GAMES, INC.	800
NAMCO HOMETEK	946
NATSUME	700
NCSOFT	1024
NP CUBE	436
NVIDIA	1636
SIERRA ENTERTAINMENT	1200
SIMON & SCHUSTER INTERACTIVE	1200
SONY ONLINE ENTERTAINMENT, INC.	846
SQUARE ENIX U.S.A., INC.	624

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SOUTH HALL	
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TANTALUS INTERACTIVE	436
TDK MEDIACTIVE, INC.	1400
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UBI SOFT ENTERTAINMENT	1046
UNIVERSAL INTERACTIVE	1200
VIVENDI UNIVERSAL GAMES	1200
VXO NETWORKS	436
WANADOO	424
WOOTSOFT ENTERTAINMENT	436
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ARGONAUT GAMES PLC	2340
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BATFISH STUDIOS LTD.	2340
BBC MULTIMEDIA	2340
BETHESDA SOFTWORKS	513 (PMR)
BIOWARE CORPORATION	2672 (OFMR)
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BLUE BECK LTD.	2340
BRODERBUND	503 (PMR)
CHEEKY WIRELESS LTD.	2340
CRITERION SOFTWARE	504 (PMR)
DC STUDIOS	2908
DISTINCTIVE DEVELOPMENTS	2340
EDGIES	2908
EUTECHNYX	2340
EVOLUTION STUDIOS LTD.	2340
FUND4GAMES	2908
GAMEACCOUNT	2340
GENEMATION	2340
IC-CAVE	2908
IGAMES PUBLISHING, LLC	2466 (OFMR)
INTERNATIONAL HOBO	2340
INTRINSIC GRAPHICS	516 (PMR)
IOMO LTD.	2340
JOWOOD	518 (OFMR)
JUST FLIGHT LTD.	2340
KEMCO	2808
KINYO CO., INC.	2100
KOEI CORPORATION	7017

OFMR: On Floor Meeting Room, PMR: Permanent Meeting Room

WEST HALL	
KUJU ENTERTAINMENT	2340
LEARNING COMPANY, THE	503 (PMR)
LIONHEAD STUDIOS	2340
MICROVALUE	2340
MYTHIC ENTERTAINMENT	2472 (OFMR)
NEC INTERCHANNEL LTD.	2576 (OFMR)
NICELY CRAFTED ENTERTAINMENT	2340
NIMROD PRODUCTIONS LTD.	2340
NINTENDO OF AMERICA	2816
NUBY	2572 (OFMR)
NXN SOFTWARE	519 (PMR)
NYKO	2608
PALMSOURCE	2677 (OFMR)
PLAYLOGIC INTERNATIONAL	2252
PRIMA GAMES	2500
REBELLION	2340
RIVERDEEP, INC.	503 (PMR)
S2 GAMES, LLC	2466
SAMMY STUDIOS, INC.	2200
SCI GAMES LTD.	2340
SCOTTISH GAMES ALLIANCE	2908
SEGA OF AMERICA, INC.	2216
SNEAKY RABBIT STUDIOS	2480 (OFMR)
SOFTWRAP LTD.	2340
SONY COMPUTER ENTERTAINMENT AMERICA, INC.	2416
THE CODE MONKEYS LTD.	2340
THE GAMES KITCHEN	2908
U.S. ARMY	2352
VIS ENTERTAINMENT PLC	2908
VISUAL SCIENCE	2908
WEBZEN CORP.	2240
WIDE GAMES	2340
WORLD CYBER GAMES	2566 (OFMR)
ZIFF DAVIS MEDIA GAME GROUP	2600

OFMR: On Floor Meeting Room, PMR: Permanent Meeting Room

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Christine Mosby, christine_mosby@cohnwolfe.com
Douglas•Cohn & Wolfe
Phone (310) 967-2900

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LOS ANGELES, March 11, 2003 – The Interactive Digital Software Association (IDSA) today unveiled a new comprehensive lineup of conferences and workshops, panel discussions and special interviews which will take place at E³ 2003, the world's pre-eminent interactive entertainment trade event. The power-packed sessions will feature more than 100 industry leaders including John Carmack, Peter Molyneux and Will Wright to name a few.

With the world of interactive entertainment rapidly evolving and expanding, staying abreast of the latest trends and issues has become increasingly important to all those involved in the industry. E³ conference participants can pursue their individual educational objectives by registering for one of the four themed conference tracks. Thirty-three conference and workshop sessions will bring the best minds in the industry together with conference participants, creating a hands-on learning environment which is unique to E³. This year, the program also will feature new luncheon sessions, a first for the show.

"The E³ conference program has always been the premiere forum for industry professionals to explore the very latest opportunities and challenges that face our business, and the E³ '03 program is no exception," said Douglas Lowenstein, president of the IDSA, the trade association that represents U.S. computer and video game publishers and owns E³. "Whether it be business strategies, content delivery options, development issues, or global trends, E³'s conference and workshop program offers an unparalleled opportunity for industry professionals to learn from the leaders and sharpen their skills."

The following conference sessions will be held May 13-15, 2003, at the Los Angeles Convention Center.

Conference Sessions

The Online & Wireless (r)Evolution

- Persistent Worlds: Toward What Future?
  Moderator: Jessica Mulligan, President, The Themis Group; *Panelists*: Jeff Anderson, CEO, Turbine Entertainment Software; Mark Jacobs, President, Mythic Entertainment; Philip Rosedale, Linden Labs

- Design Secrets: Online – USA And Asia
  Panelists: Richard Garriott, Executive Producer, NCsoft; Raph Koster, Sony Online Entertainment

E³ 2003 CONFERENCE AND WORKSHOP LINE UP 2-2-2-2

- Consoles Go Online: First Semester Grades
  To be determined

- Take Your Game Online: Four Case Studies
  Panelists: Matt Firor, Mythic Entertainment ("Dark Age of Camelot"); Brian Soderberg, Zipper Interactive ("SOCOM: U.S. Navy Seals"); Patrick Soderlund, Digital Illusions ("Battlefield 1942")

- Survive The Platform Shakeout In Mobile Gaming
  Moderator: Dan Scherlis, EtherPlay; *Panelists:* Vesa-Pekka Kirsi, Senior Manager Games Applications, Nokia

- Charting Change In Mobile Entertainment: For Survival And Success
  Moderator: Eric Goldberg, President, Crossover Technologies; *Panelists:* Paul Goode, Motorola; Mitch Lasky, CEO, JAMDAT Mobile, Inc.; Elizabeth Schimel, AT&T Wireless

Games Go Global: The New Reality

- Big Money: How Big Ideas And Global Corporations Are Changing The Face Of Gaming
  Moderator: Amy Bernstein, Senior Editor, *Business 2.0*; *Panelists:* Philippe Erwin, Vice President, Interactive Entertainment, Warner Bros.; Charles Hirschhorn, CEO & Founder, G4; David Mandelbrot, General Manager/Vice President, Media and Entertainment, Yahoo! Inc.; Ilkka Raiskinen, Senior Vice President, Entertainment and Media, Nokia

- A Global Tour Of Top Games, Genres And Trends
  Panelists: Dejian Liu, NetDragon; Starr Long, Producer, NCsoft

- John Carmack: Out of the Shadows
  Moderator: N'Gai Croal, General Editor, *Newsweek*; *Speaker*: John Carmack, Co-owner, Technical Director, id Software

- Game Gems From Asia: More Influential Than You Think
  Moderator: Justin Hall, Game Culture Correspondent, Links.net; *Panelists:* Joon S. Oh, Global Business Manager, CCR, Inc

- Hot Shots: Learning From The Next Generation Of Game Designers
  Moderator: Greg Kasavin, GameSpot; *Panelists:* Mathieu Ferland, Senior Producer, Ubi Soft/Montreal; Ted Price, President & CEO, Insomniac Games; Harvey Smith, Project Director, ION Storm

- New Approaches To PR: The Modern Rules Of Engagement
  Moderator: Anita Chabria, Los Angeles Bureau Chief, *PRWeek* Magazine; *Panelists:* Marc Saltzman, Freelance Journalist; Tina Vennegaard, Senior Vice President, Golin/Harris International

Effective Business Strategies for Today's Marketplace

- Reaching The New Gamer
  Moderator: Jason Rubin, President and Co-founder, Naughty Dog, Inc.; *Panelists:* Vince Broady, Senior Vice President, GameSpot

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E^3 2003 CONFERENCE AND WORKSHOP LINE UP 3-3-3-3

- Marketing Solutions For Every Budget
  Moderator: Brian Baglow, Founder and CEO, Indoctrimat PR; *Panelists:* Liz Allen, LucasArts Entertainment; Brent Stafford, Development Director, Entertainment, Alliance

- Analyst Roundtable: How They Work, What They Know
  Moderator: Alex Pham, Technology Reporter, *Los Angeles Times*; *Panelists:* Alison Locke, Executive Vice President of North American Publishing, THQ; Richard Ow, Senior Account Manager, Video Games, NPD/Funworld; Michael Pachter, Vice President, Research Entertainment, Wedbush Morgan Securities; Simon Price, International Data Group; Edward Williams, Gerard Klauer Mattison

- Start-Up Summit: How To Market Your Talent And Focus Your Business Strategy
  Moderator: Aaron Loeb, Producer, Planet Moon Studios; *Panelists:* Jeff Butler, Vice President, Sigil Games Online; Tim Morten, CEO, Savage Entertainment; James Schmalz, Founder and Creative Director, Digital Extremes

- Taking A Lesson From The Boom In Sports Games
  Panelists: John Schappert, Vice President & General Manager, Electronic Arts; Greg Thomas, Vice President, Product Development, Sega of America/Visual Concepts

- Grow Your Career In The Game Industry
  Moderator: Jason Della Rocca, Program Director, IGDA; *Panelists:* Karthik Bala, Vicarious Visions

Game Development: What Works

- Hired Guns: The New Talent Pool And How To Fit In
  Moderator: Noah Falstein, President, The Inspiracy; *Panelists:* Nick deSemov, Art Director, A-Wake Productions; Ken Goldstein, Executive Vice President and Managing Director, Disney Online; American McGee, Chief Creative Officer, Carbon6 Entertainment

- Music Matters
  Moderator: Joe D'Angelo, MTV News; *Panelists:* Germaine Gioia, Vice President Licensing, THQ, Inc.; Rob Gordon, Capital/EMI; Courtney Holt, Executive Vice President-Marketing, Interscope Geffen A&M Records; Steve Schnur, WW Executive of Music, Creative Vice President,
  Electronic Arts

- Sneak Peeks: Taking The Wraps Off The Hottest New Titles
  Moderator: Geoff Keighley, Editor, GameSlice.com; *Panelists:* Neil Young, Vice President & Executive in Charge of Production, Electronic Arts

- Game AI Update: New Ways Of Engaging the Player
  Moderator: Richard Rouse III, Lead Designer, Surreal Software; *Panelists:* Doug Church, Game Designer, IONStorm/Austin; Richard Evans, Lionhead Studios; Brian Reynolds, President, Big Huge Games

- Tap the High-Tech Pulse Of Gaming
  Panelists: Kim Pallister, Intel; Fred Swan, Director, Marketing, Logitech

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E^3 2003 CONFERENCE AND WORKSHOP LINE UP 4-4-4-4

- New Hooks In Gaming
  Moderator: David Kushner, Journalist; *Panelists:* David Jones, Real Time Worlds; Peter Molyneux, Managing Director, Lionhead Studios; Will Wright, Designer, Maxis/EA

In addition to conferences, the following nine in-depth workshops will be offered.

Workshop Sessions

- **Read The Marketplace For Added Profit**
  Moderator: Michael Gartenberg, Vice President and Research Director, Jupiter Media Metrix;
  Panelists: Carolyn Feinstein, Vice President of Marketing Communications, Electronic Arts;
  Bill Fulton, User Testing Manager, Microsoft; Scott McDaniel, Vice President Marketing & Public Relations, Sony Online Entertainment; Tobi Saulnier, Vice President, Product Development, Vicarious Visions

- **The Design Document: Necessary, Necessary Evil Or Not Needed**
  Moderator: Randy Angle, President/Creative Director, Pronto Games; *Panelists:* Haden Blackman, LucasArts Entertainment; Marc LeBlanc, Sega of America/Visual Concepts;
  Carly Staehlin, Design Manager, Ncsoft

- **Smart Games Break Out**
  Panelists: Barbara Hayes-Roth, CEO, Extempo Systems; Randy Hinrichs, Microsoft; Michael Macedonia, CTO, U.S. Army; Jesse Schell, Professor Entertainment Technology, Carnegie Mellon University

- **Working Smart: Understanding The Decision-Making Process At The Highest Levels**
  Moderator: Dean Takahashi, Staff Writer, *San Jose Mercury News*; *Panelists:* Paul Baldwin, Eidos Interactive; Frank Gibeau, Senior Vice President North America Marketing, Electronic Arts; Lorne Lanning, President and Creative Director, Oddworld Inhabitants; Ray Muzyka, Joint CEO/Co-Executive Producer, BioWare Corp.

- **Use The Web To Publish, Market And Protect Your Game**
  Moderator: Chris Kantrowitz, CEO, The Groove Alliance; *Panelists:* Alex St. John, CEO & Co-founder, WildTangent; Jeff Tunnell, Garage Games

- **Pitching Your Game Idea Or Studio's Expertise: The New Rules**
  Moderator: Trent Ward, Senior Producer, Digital Eclipse; *Panelists:* Seamus Blackley, Capital Entertainment Group, Inc.; Tom Frisina, Vice President & General Manager, Electronic Arts; Alex Garden, Chief Executive Officer, Relic Entertainment; James Regan, Director - Business Development, Ubi Soft

- **Persistent World Overview: Where The Bar Is Now**
  Moderator: Rob Levine, *Wired* Magazine; *Panelists:* David Cohen Corval, President, Producer, Editorial Director, NEVRAX; Brad McQuaid, President & CEO, Sigil Games Online; Richard Vogel, Sony Online Entertainment

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OVER 1,300 NEVER-BEFORE-SEEN INTERACTIVE GAMES AND PRODUCTS TO LAUNCH AT E^3 2003

New Exhibitor Survey Provides Preview of Computer and Video Games Being Shown

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LOS ANGELES – April 24, 2003 – Leading interactive entertainment companies from around the globe will converge at the 2003 Electronic Entertainment Expo (E^3) next month to unveil more than 1,350 *never-before-seen* computer and video games and related products, according to data from the E^3 2003 Exhibitor Survey. Survey data, which was released today by the show's owner, the Interactive Digital Software Association (IDSA), indicates that 83 percent of all products being shown at this year's E^3 will be in stores in time for consumers to purchase during the 2003 holiday season.

"Interactive entertainment continues to flourish and captivate people of all ages and interests, and E^3 provides an important preview of what they will be playing this holiday season and beyond," said Douglas Lowenstein, president of the IDSA, the trade association representing U.S. entertainment software publishers. "The fact that E^3 is the preferred product launch venue for the global computer and video game industry, with over 1,300 new products being introduced this year, demonstrates that industry professionals know that the show is not only 'where business gets fun', but also 'where business gets done.'"

Ninety-three percent of all exhibitors responded to the survey, which asked participants to provide details on ten products they will be showing at E^3 2003. The survey found that the products to be showcased reflect the popularity of platforms such as video game consoles and computers, as well as interest in other platforms such as handheld game devices and cellular phones. Specifically, of the never-before-seen game titles surveyed:

- 57.3 percent will be for video game consoles;
- 26.7 percent will be for personal computers;
- 8.6 percent will be for handheld game devices;
- 4.7 percent will be for PDAs, wireless phones and other;
- 2.6 percent will be online/Internet games.

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E^3 2003 EXHIBITOR SURVEY 2-2-2-2

Exhibitors also reported that they will be showing products that are targeted at avid game players, as well as offering a broad range of products that are aimed at a mass market audience. Continuing trends of the last several years, games on display will appeal to men and women and young and old alike. According to survey respondents, reported never-before-seen game titles shown at E^3 will cover game categories such as:

- Action games (20.3 percent);
- Sports and Driving games (15.5 percent);
- Role Playing games (11.7 percent);
- Strategy games (8.3 percent);
- Adventure games (8 percent);
- Child and Family games (5.1 percent);
- Educational/ Edutainment games (4.8 percent);
- Simulation games (2.9 percent).

Interactive products making their debut at E^3 2003, scheduled for May 14 – 16 at the Los Angeles Convention Center, will be spotlighted in the "First Looks" program. Participating First Looks exhibitors will be designated in the E^3 exhibit guide, the E^3 *Show Daily*, www.e3expo.com and on the exhibit floor beginning May 14.

E^3, now in its ninth year, is owned by the Interactive Digital Software Association (IDSA), the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. IDSA members collectively account for more than 90 percent of the $6.9 billion in entertainment software sales in the U.S. in 2002, and billions more in export sales of American-made entertainment software. The IDSA offers services to interactive entertainment software publishers including a global anti-piracy program, owning the Electronic Entertainment Expo trade show, business and consumer research, government relations and First Amendment and intellectual property protection efforts.

E^3 is a trade event, not open to the general public. Only working journalists with qualified media outlets will be eligible to register for media badges. No one under the age of 18 will be admitted, including infants. This policy is strictly enforced.

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E3 2003 SURPASSES KEY MILESTONES

World's Leading Computer and Video Game Trade Event Sees Growth

LOS ANGELES – April 17, 2003 – Reflecting the Electronic Entertainment Expo's (E3) position as the world's leading venue for interactive entertainment products, E3 show management today announced that the event is on track to surpass key exhibit space and registration milestones from the prior year.

To date, E3 2003 has sold approximately 515,000 net square feet of exhibit space, the largest amount of space sold since 2000. This year's show is on track to host more than 400 exhibitors, including 163 new exhibiting companies, and has also seen growth in the number of qualified pre-registered general attendees, with pre-registration numbers exceeding those seen at the same time in 2002. The show, now in its ninth year, is scheduled May 14–16 at the Los Angeles Convention Center.

"Given a global environment in which concerns about war, disease, and the economy are affecting just about everything, it is striking that the current outlook for E3 2003 is so robust, " said Douglas Lowenstein, president of the Interactive Digital Software Association (IDSA), the trade association that represents U.S. computer and video game publishers and owns E3. "In my view, this reflects the fact that interest in the computer and video game industry and its future remains exceptionally high, and the recognition that attendance at E3 is essential for anyone with a stake in this growing business."

An invaluable forum for industry professionals seeking to learn more about the business, E3 2003 will offer an unparalleled panel of 100 industry leaders who will share their knowledge during 33 educational conference sessions and workshops.

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E^3 2003 CONFERENCE AND WORKSHOP LINE UP 5-5-5-5

- **Funding Tip Sheet: Strategies For Tapping Into Today's Money Stream**
  Moderator: Donald Karl, Partner, Perkins Coie LLP; *Panelists:* Mark Long, Co-founder & Co-CEO, Zombie Studios; Gene Mauro, CEO, Capital Entertainment Group, Inc.; Bruce McMillan, Executive Vice President, Worldwide Studios, Electronic Arts

- **Mobile Game Hit List: What Makes Them So Good**
  Moderator: Matthew Bellows, President, Wireless Gaming Review; *Panelists:* Stephane Vergneres, Games Product Manager, In-Fusio

Registration Information

Attendees can register for these workshops and conferences by logging on to www.e3expo.com, where daily schedules and additional information about the conferences are posted. The Web site also contains general registration information for the show, which takes place May 14-16.

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www.e3expo.com

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